SECTION XXXIX. MAIN CORRIDOR COMMERCIAL DESIGN GUIDELINES

39.01 Purpose and Intent

In accordance with Section 519.02 of the Ohio Revised Code, the Main Corridor Commercial Design Guidelines are established to create a unified, high-quality built environment to increase the financial benefits to the Township and its inhabitants. These guidelines will stimulate and protect economic activity in the B-1 and B-3 districts along Mentor Avenue, from the Mentor City corporation limit to the Painesville City corporation limit, and along North Ridge Rd. from the Painesville City Corporation limit to the Perry Township limit, ensuring the continued economic competitiveness and attractiveness of the Township's business districts.

These Design Guidelines have been generated for Painesville Township to provide architects, developers, contractors, owners, reviewing authorities, and other project participants with the tools necessary to maintain or enhance the quality of life of the townships commercial zoning districts. They accomplish this by establishing and preserving the integrity of the architectural characters' form, function, and overall appearance. It is Painesville Township's desire that structures are made up of Historic, New England and Western Reserve architectural styles the Design Guidelines goals are to preserve and enhance the character of the township and to guide architectural elements of design in alterations and new constructions to be coherent with that of the existing fabric of the neighborhood.

Design Guidelines are beneficial to the township and individual property owners. As good design enhances it is proven to stimulate economic and social growth. The entire district increases in value as a common identity is established within the urban fabric.

In implementing these guidelines users should also carefully consider the site's immediate surroundings, other applicable area plans and the function of the use. In cases in which special conditions exist that are not specifically addressed by the standards, the intent statement should serve as the basis for determining the appropriateness of the proposed design.

A. Objectives

The application of design standards and guidelines to commercially zoned properties will assist Painesville Township to implement its Comprehensive Plan and other specific plans for areas such as Mentor Avenue, North Ridge Rd. and other neighborhood business districts in a more effective manner. The main objectives of the guidelines, which will be used in guiding changes and development, and in reviewing plans for development and improvements, are as follows:

1. Assist the planning and design of quality developments and provide for increased opportunities and land use efficiency for redevelopment, new development, and business development expansion.

2. Protect property and private investment.

3. Encourage a viable and compatible mix of commercial, business, office, and residential uses in the Township.

4. Encourage the integration of mixed uses in designated areas through the development of two-to-three story buildings, continuous building forms placed parallel to the street, with minimum setbacks from the right-of-way, and an attractive and viable pedestrian-friendly environment.

5. Encourage creative planning and design in the arrangement and siting of buildings, parking areas, circulation and access, shared parking facilities and ingress/egress arrangements, and elimination of multiple curb cuts.

6. Make the policy of efficient traffic flow compatible with the policy of promoting an attractive and viable, pedestrian-friendly environment through the establishment of a safe, convenient, and attractive pedestrian network of paths and public places.

7. Allow the application of performance standards to development and redevelopment so as to mitigate any adverse impacts on adjacent areas and the business corridors.

8. Avoid piecemeal and fragmented development that detracts from the establishment of a viable business environment and strong neighborhood appearance and character that reflect plans or studies for the subject area.

9. Promote public health, safety and welfare.

B. Content

The Guidelines are presented in five chapters:

39.02 : Architecture
39.03 : Signage
39.04 : Lighting
39.05 : Landscape

Each chapter starts with a set of goals that envision what the Township hopes to accomplish by adhering to the Guidelines. Individual chapters are divided into sections that deal with specific issues. For each issue the Guidelines provide planning objectives and specific design guidelines.

Photographs are used throughout the Guidelines to illustrate representative samples to make the Guidelines more reader-friendly. The Guidelines are not meant to stifle creativity; in all situations there may be many ways to achieve the Township's goals.

C. Necessity

The guidelines are a catalog of recommendations meant to guide and establish the future character of Painesville Township. The guidelines are intended to guide the Painesville Township Planning and Zoning Department during the review process of applications from business or property owners for new buildings and structures as well as improvements and modifications to existing buildings and structures in the commercial districts. In many cases the Zoning Commission and Board of Zoning Appeals encourages compliance in order to facilitate the review of development projects.

D. Application

The guidelines apply to all expansions, modifications and redevelopment of existing buildings as well as any new construction within the B-1 and B-3 zoning districts for those properties and uses having frontage on Mentor Avenue and North Ridge Rd. and those properties and business uses contiguous to properties having frontage on Mentor Avenue. Any scope of work which proposes to alter or change exterior materials, finishes or appearance are subject to these guidelines.

E. Use of Guidelines

There are two main functions of the Guidelines. First, they will provide guidance to landowners and developers in the early stages of planning and design, to address the question of “What is the Township looking for?”

Secondly, it will be used as a benchmark by the Zoning staff, Zoning Commission, Board of Zoning Appeals, and peer reviewers to evaluate development proposals as part of the review processes to address the questions of “Does it meet the Township’s criteria?” and “What will it look like and how will it function?”

Implementation of the design guidelines relies heavily on the services of architects, civil engineers, land use planners and landscape architects working as consultants or developers. The Guidelines will be administered by staff through the review process. The Guidelines will be applied to development that requires site plan approval from the Zoning Commission or Board of Zoning Appeals, but are suggested for all developments in the community.

F. Outcome

The Guidelines are not designed to produce immediate results. They provide a framework for the future. The process is intended to ensure that site plans and exterior building and structure modifications are reviewed efficiently by staff, the Zoning Commission and Board of Zoning Appeals, resulting in high quality development that contributes to the Township’s overall aesthetics and immediate environment of the subject site.

39.02 ARCHITECTURE

A. Introduction

Painesville Township’s Design Guidelines establish standards for new, modified or renovated commercial buildings that will embrace future design. The guidelines are not intended to dictate building styles; rather they provide a guide that illustrates Painesville Township’s vision for its future.

1. Architectural Goals

- Well-designed buildings that reinforce Painesville Township’s sense of place, and/or that of the surrounding area.
- Building designs that thoughtfully consider scale, form, orientation, height, setback, massing, materials, color, and architectural features.
- Buildings that present a ‘front door’ to the street and make a positive contribution to the streetscape.
- Buildings that are designed to address human scale, comfort, enjoyment, and safety of the users.
- Buildings that are designed as permanent, positive additions to the community, constructed of high quality, long lasting materials.
- Street corners that are treated as special places.
- Architecture that recognizes diversity of Painesville Township’s zoning districts and geographic areas.
- Sustainable design should be a key consideration in building design.

B. General Architecture

1. Principles and Objectives

The purpose of these guidelines is to encourage architecture that provides lasting value. Building design should be developed to a human scale through careful consideration of architectural forms, massing, detailing, number and use of materials, and color.

2. Guidelines

a. **Design.** New buildings and structures and modifications to existing buildings and structures should be

designed to fit the specific characteristics of their particular site and surrounding area. The architecture will be influenced by use of lasting materials, the specific needs of the intended users, the nature of the intended use, and other site-specific factors.

b. **Human Scale**. Buildings and site elements should be designed and detailed to human scale. Many architectural elements can add scale to a building – recessed openings, divided pane windows, building mounted light fixtures, projecting rooflines, covered walkways, and similar features – provided they are designed as integral parts of the overall structure.

c. **Freestanding Accessory Structures**. Where freestanding non-habitable structures are allowed (e.g., ATMs, storage units, recycling sheds, trash enclosures, utility buildings), they should meet the same design standards as the principal building(s) on the site. The design of freestanding structures should be coordinated with the principal building through repetition of architectural forms, materials, colors, and detailing.

C. Renovations and Additions

1. Objectives

Renovations or additions offer an opportunity to add visual interest to existing buildings and to strengthen their relationship with the site and nearby structures. The Township expects high quality architectural and site design for all renovations, exterior facelifts and additions.

2. Guidelines

a. **Materials**. Where the existing building currently meets the design guidelines, proposed renovations should be designed to respect the proportions and details of the original building. Where the existing building does not meet the design guidelines, the owner is strongly encouraged to upgrade the most visible portions of the entire structure.

b**. Design**. Applications to the Zoning Commission or Board of Zoning Appeals that involve renovations and additions should show all improvements and how they relate to the existing structure.

c. **Architectural Features**. Renovations should retain any distinctive architectural features, which should be incorporated into the addition where possible.

d. **Addition Locations**. Efforts should be taken to provide building additions that provide a greater connection towards public roadways and help improve the pedestrian orientation of development.

D. Façade Design

1. Objectives

All buildings and structures should present an inviting, human scale facade to the street, internal drives, parking areas, and surrounding neighborhoods. Entrances should be clearly visible from the street and reinforced through site and architectural features.

2. Guidelines

a**. Front Elevation**. The front facade (the facade facing streets) should be designed as the front of the building. The front elevation should contain a front door, and/or windows, and should incorporate human-scale detailing through the use of cornices, or other projections and details, structural or architectural bays, recessed windows or doors, material or material module changes, or color and/or texture differences so as to be easily recognized as the main access point. On corner lots, the main entrance should face the major street, or be located on the corner of the building. Building entrances should be visible from the street and provide unobstructed areas for pedestrians.

b. **Side & Rear Elevations**. Similar materials and detailing, to a lesser extent, should be used on all facades to ensure continuity and design completeness and to give the building scale and visual interest.

c. **Entrances**. Each building should have a clearly defined, highly visible customer entrance, which is visually obvious and should be emphasized through the use of such architectural treatments. Building entrances shall be located where a sidewalk exists to a roadway, and in the case of multitenant buildings, each separate space should have its own public entrance. The use of the following architectural elements is recommended to add scale to the building, provided that they are integral to the design:

- o Arches
- o Canopies and covered walkways or arcades

- o Differing colors
- o Gables and dormers
- o Outdoor sitting or dining areas
- o Overhanging rooflines to provide shelter for pedestrians
- o Recesses or projections in keeping with the scale of the building
- o Raised corniced parapets over entrances
- o Display windows that are visible from the sidewalk
- o Architectural details such as moldings which are integrated into the building design
- o Other features which are designed to add scale and visual interest to the facade.

d. **Integration into the Design**. Architectural details should be an integral part of the design of the structure, and not merely appendages.

e. **Blank Walls**. Facades should not extend for more than 35 horizontal feet in length without incorporating architectural features such as windows, cornices, porches, corners, projections, changes in color or graphical patterns, variety in texture or building materials or offsets. Projections used to break up the mass of the building should extend to the ground. Blank walls should not face roadways, residential areas, or other public viewpoints. Any side or rear wall longer than 30 feet should have a minimum of one articulation point.

f. **Site Design**. Signage, lighting, landscaping and other exterior elements should be designed to complement the facade, avoid visual or functional conflicts, maintain visibility, and create visual interest in ways that are compatible with the architectural character of the surrounding area.

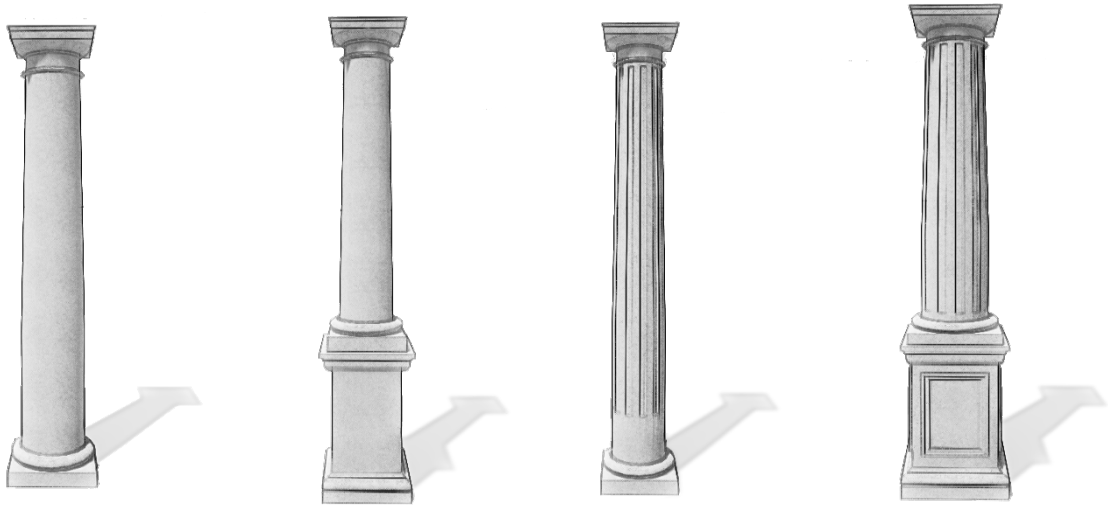
g. **Ground Floors**. The horizontal length of the façade of the ground floor of buildings facing public streets should include awnings, transparent display windows, entry awnings, or other similar pedestrian friendly features, and weather protection elements should be complementary to the building's design. As an alternative, other architectural elements may be used to provide scale and visual interest to the front facade.

h. **Shutters**. Where shutters are used, they should be sized to fit the openings and provided for all windows on a given wall.

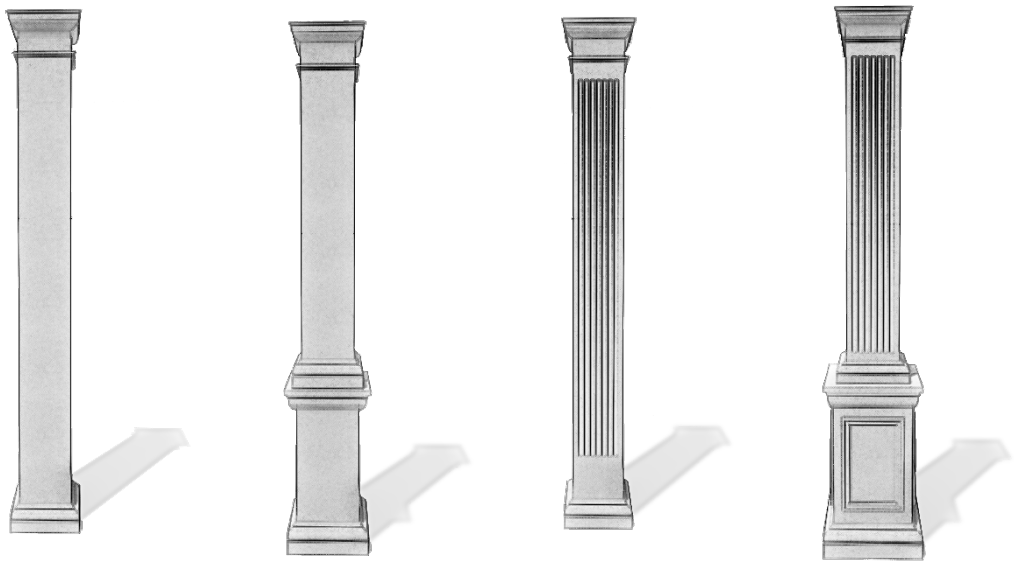
i. **Functional Elements**. All vents, downspouts, electrical conduits, service meters, HVAC equipment, service areas, loading docks, service connections, and other functional elements of the building should be treated as integral parts of the design. Meters, utility banks, HVAC equipment, and other exterior service elements should be contained in service closets, screened with walls or fences, or located out of view from the public. Building elevations should show the location and treatment of all functional elements. The designer is encouraged to locate as many of these functional elements as possible to the side or rear of the building.

j. **Columns**. Where columns are used, they shall be painted white.

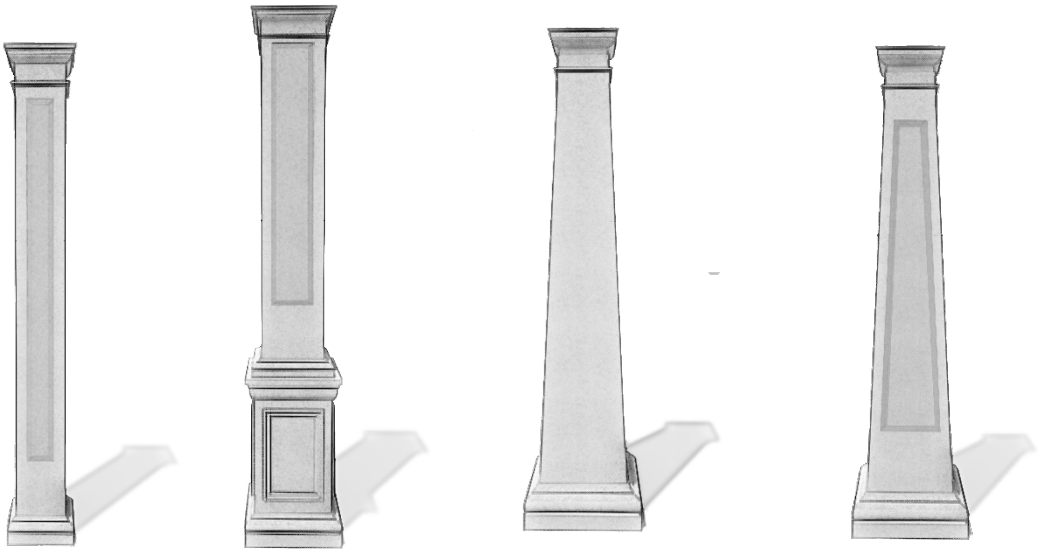
SUGGESTED COLUMN STYLES



Round | Round Raised | Round Fluted | Round Fluted Raised



Square Square Raised Square Fluted Square Fluted Raised



Square Paneled Square Paneled Raised Square Tapered Square Paneled Taper

E. Building Materials

1. Objectives
   Building materials and design details reflect a building's style and character.

2. Guidelines

a. **Materials**. Buildings should be constructed of high-quality materials and the use of variety of materials is encouraged. Acceptable primary materials include brick, clapboards and shingles (wood, fiberglass, metal), and stone or simulated stone. Contemporary secondary or supporting materials with the same visual characteristics as traditional materials (e.g., cement plank clapboards) are acceptable if properly detailed with surface textures and trim at openings, corners, and changes in material and in context with the primary materials. Painted medium density overlay (MDO) plywood is acceptable when used as a secondary material i n combination with traditional materials to give it scale. Long-term maintenance needs should be a consideration in the selection of all building materials.

b. **Materials Discouraged**. Highly reflective or processed materials (e.g., sheet metal or plastic panels, brushed aluminum, bronzed glass), stucco or synthetic stucco, adobe, concrete block, T-111, untreated plywood, particle board, tilt-up concrete panels, and multicolored brick (incorporating occasional white bricks in a random pattern) are discouraged as the primary facade material.

c. **Colors**. Facade colors should be low reflectance. The use of high intensity, high reflectance, chrome, metallic or fluorescent colors, or black is discouraged as the primary color. Suggested color themes are proposed based on the desired for a coherent composition. Accent colors are to be used sparingly to highlight important information related to a buildings program.

d. **Trim**. Where trim is used, it should be painted or stained to complement the building's primary color.

e. **Window Trim**. Window trims shall be painted white.

f. **Shutters**. Where shutters are used, they shall be painted white or back to complement Painesville Township's historic style of architecture.

g. **Detailing**. Arbitrary changes in materials or embellishments that are not in keeping with the rest of the building are discouraged.

h. **EIFS (Exterior Insulation and Finish System)**. EIFS is an exterior wall covering that insulates and provides weather protection in a selection of shapes, colors, and textures that can replicate almost any architectural style or finish material, or stand by itself as an architectural finish. In some instances, and with proper maintenance, EIFS may be an acceptable secondary material in building design.

SUGGESTED COLOR THEMES

Theme I

R: 61 G: 61 B: 67	R: 107 G: 111 B: 114	R: 146 G: 147 B: 148	R: 194 G: 196 B: 194

Theme II

R: 88 G: 83 B: 86	R: 113 G: 108 B: 107	R: 149 G: 137 B: 126	R: 188 G: 176 B: 160

Theme III

R: 78 G: 78 B: 78	R: 113 G: 108 B: 107	R: 109 G: 106 B: 96	R: 187 G: 184 B: 173

Theme IV

R: 99 G: 120 B: 133	R: 165 G: 180 B: 186	R: 115 G: 112 B: 105	R: 176 G: 172 B: 163

Theme V

R: 51 G: 63 B: 75	R: 166 G: 165 B: 161	R: 166 G: 162 B: 150	R: 220 G: 213 B: 193

Theme VI

R: 114 G: 88 B: 87	R: 156 G: 142 B: 131	R: 202 G: 202 B: 200	R: 225 G: 218 B: 210

Theme VII

R: 149 G: 151 B: 150	R: 208 G: 208 B: 205	R: 149 G: 137 B: 126	R: 214 G: 211 B: 203

Accent Colors I

R: 140 G: 41 B: 44	R: 209 G: 179 B: 117	R: 79 G: 109 B: 136	R: 72 G: 122 B: 130

F. Awnings & Canopies

1. Objectives

When properly installed and maintained, awnings and canopies can enhance the appearance and function of a building by providing shade, shelter, shadow patterns, and visual interest. Where awnings are used, they should complement the design, materials, and color of the building.

2. Guidelines

a. **Location**. Where awnings are used, both fixed or retractable, they should be an integral element of the architecture. Awnings should be located directly over windows or doors to provide protection from the elements, and maintained in working condition.
b. **Materials**. Awnings and canopies should not be made of highly reflective materials. Their colors should complement the facade of the building.
c. **Design Elements**. Graphics used on awnings for identification or advertising should be designed as an integral part of the signage for the property, and be coordinated with other sign elements in terms of typeface, color, and spacing.

G. Roofs

1. Objectives

Rooflines can add visual interest to the streetscape and establish a sense of continuity between adjacent buildings. When used properly, rooflines can reduce the mass of large structures, emphasize entrances, and provide shade and shelter for the pedestrian.

2. Guidelines

a. **Preferred Materials**. Composite asphalt shingles and standing-seam non-glare metal are preferred for visible roofing. High gloss roofing materials are prohibited.
b. **Roof Colors**. Roofing materials should complement the color and texture of the building's facade. Roof colors should be muted earth tones or a color that is darker than the facade. Stripes and patterns on the roof are strongly discouraged.
c. **Roof Pitch**. Prominent roofs should have a minimum pitch of 4/12 (ratio of rise to run), unless demonstrated to the Zoning Commission or Board of Zoning Appeals' satisfaction that this is not practicable from an engineering or technical standpoint.
d. **Flat Roofs**. Flat roofs, though discouraged, are permitted except that where any non-architectural roofing materials (e.g. tar and paper) are utilized, such roofing shall be concealed with parapet walls that have 3-dimensional cornice treatments or similar screening methods. All roof-based equipment shall be located on the rear of elevations so as to have minimal visual impact from a public street or surrounding residential uses.
e. **Rooflines**. Where appropriate, eaves and roof overhangs should be incorporated into the design of the roof to provide a distinct shadow line.
f. **Roof-Mounted Equipment**. Mechanical, HVAC, and other equipment mounted on rooftops should be screened from public view or grouped in a location where visibility is limited. Screening for roof-mounted equipment should be designed as an integral part of the architecture to complement the building's mass and appearance.
g. **Projections**. The use of cupolas, dormers, chimneys, and other roof projections is encouraged, provided they are designed as integral parts of the structure and do not appear to be floating or pasted on.

H. Street Corners

1. Objectives

Buildings located on corners are particularly important because they help define the character of two streets. These high-visibility locations should be emphasized by quality architecture and site development.

2. Guidelines

a**. Siting on Corner Lots**. A building on the corner of two public streets should be located as close to the intersection as allowed by the Painesville Township Zoning Resolution or adopted Plan. No parking, vehicular travel ways, or service areas should be located between the building and property lines along both streets.
b. **Corner Buildings**. Buildings on corners should be articulated to add mass and visual prominence to the street corner.
c. **Entrance**. The main entrance to the building may be located on the major street or on the corner and designed to be visible from both streets. The architectural treatment of the corner should emphasize its prominent position. This can be accomplished by greater massing, unique detailing, lighting, etc.
d. **Focal Points**. Corner locations offer opportunities to create dynamic focal points in the streetscape. These can take the form of distinctive architectural elements, signs, sculpture, lighting, or landscaping. Where they are used, focal points should be visually related to the building as a whole, providing an accent without overwhelming it.

I. Linear Commercial Buildings

1. Objectives

Linear commercial buildings (e.g., strip shopping centers, multi-tenant offices, and commercial buildings) should be designed with facade and roofline elements that reduce their scale and add architectural interest.

2. Guidelines

a. **Design**. Buildings with multiple storefronts (e.g., strip shopping centers, one story office buildings) should be visually unified through the use of complementary architectural forms, similar materials and colors, consistent details, and coordinated signage. Variations in the front setbacks, especially those projecting towards the street, are strongly encouraged to add visual interest, and create spaces for common entries.

b. **Scale**. Linear structures should include architectural elements designed to provide shelter, encourage pedestrian movement, and visually unite the building. These can include covered walkways, open colonnades, and similar features.

c. **Entrances**. Pedestrian entrances to each building should be clearly delineated to convey a sense of individuality. This can be accomplished by architectural detailing, roofline breaks, landscaping, lighting, or a combination of these elements. Where covered walkways are used, they should extend the full length of the facade.

d. **Roof Lines**. Variations in rooflines, detailing, and building heights should be included to break up the scale of connected linear buildings.

e. **Focal Points**. Linear commercial buildings should include a focal point – such as raised entrance way, clock tower, or other architectural elements – to add visual interest, help reduce the scale of the building, and highlight the entrance.

f. **Pedestrian Access**. Where a multi-tenant building greater than two hundred (200) feet wide separates two public areas, pedestrian access should be provided through the building(s). The pedestrian pass-through must stay open, regardless of whether businesses are open or closed.

J. Service Stations and Convenience Stores

1. Objectives

Service stations and convenience stores that sell gasoline should be designed with facade and roofline elements that reduce their scale and add architectural interest to the building.

2. Guidelines

a. **Orientation**. Service stations and convenience stores should be sited to face the street.

b. **Canopies**. Where canopies are used over gasoline pumps, they should be integrated into the design of the building. Canopies should complement the main structure through consistency in roof pitch, architectural detailing, materials, and color. Pitched roofs with fascia trim are preferred for canopies. Bands of bold color on the canopy and backlighting inside the canopy are discouraged.

c. **Pedestrian Circulation**. Connections to the public sidewalk should be included in the site plan to encourage pedestrian use. Access routes leading to or from service stations and convenience stores should minimize conflicts with pedestrian circulation.

K. Drive-Throughs

1. Objectives

Drive-throughs (for restaurants, pharmacies, banks, and similar uses) should be subordinate to the design of the main building. Drive-throughs require careful consideration of architectural design and circulation planning to integrate them into the streetscape.

2. Guidelines

a. **Drive-Throughs**. Where drive-throughs are allowed, they should be incorporated into the design of the building through their scale, color, detailing, massing, and other architectural treatments. Drive-through operations and other automobile-oriented facilities should be designed with facade and roofline elements through roof pitch, architectural detailing, materials, and color, which reduce their scale and add architectural interest. Bands of bold

color on the canopy and backlighting inside the canopy are discouraged.
b. **Location**. Drive-throughs should be located at the side or rear of the building and avoid facing public or private roadways. Where drive-throughs are located at the rear, consideration should be given to making the site as visible as possible to ensure the safety of the patrons.

L. Multi Story / “Big Box” Buildings

1. Objectives

Large scale multi story or “big box” buildings that are typically built of masonry or concrete block materials should include architectural variations and details that provide variety in materials, forms and colors. Architectural design should add to community character, while providing flexibility to avoid rigid uniformity of design. All elements including the scale and mass of buildings, materials, colors, roof styles, door and window openings, and details should promote a cohesive design aesthetic. Building masses should respond to a human scale with materials and details that provide visual interest at the street and sidewalk level. Buildings should be reduced in apparent mass or articulated to avoid large monolithic shapes.

2. Guidelines

a. **Materials.** Buildings should be constructed of high quality materials that relate to the color, form, and texture of the proposed structure as well as nearby structures.
b. **Building Mass, Forms, and Pedestrian Scale**. Variations in facade elements should reduce perceived mass and scale. Variations in color, materials, and/or texture, and a facade composition that uses rhythms and patterns of windows, columns, and other architectural features are encouraged. Buildings should have features and patterns that provide visual interest at the scale of the pedestrian, which reduces apparent mass and that relate to local architectural character.
c. **Design Elements**. Moldings and trim should be incorporated into the façade. Building entrances shall contrast with the surrounding wall planes by changing materials and color from the primary facade. Any wall within a Public Zone should incorporate significant architectural treatments and features to diminish the building mass.
d. **Roof Lines and Roof Elements**. Roofs should contribute to the unified appearance of each development and should be considered as seen from ground level, other adjacent buildings and public roadways. Roof lines include the main building as well as entrances, arcades, and porches. Avoid roof/parapet lines running in continuous planes absent variations in height, vertical planes (jogs), or materials. All mechanical, electrical, and electronic equipment attached to or mounted on the building roof should be set back from the edge of roof and screened from public view. Screening material should be compatible with materials and colors.

39.03 SIGNAGE

A. Background

Signs play a central role in providing information and way finding. They inform motorists, bicyclists, and pedestrians, while having a direct effect on the overall appearance of the roadway. These Guidelines are intended to supplement, illustrate and amplify the provisions of the Painesville Township Zoning Resolution, and those found in adopted plans for areas of the Township.

1. Signage Goals

- Provide basic, legible information with attractive, highly legible signage.
- Create distinctive signage that is compatible with quality architecture and site design.
- Reduce visual clutter along roadways in Painesville Township.
- Protect the investment of commercial interests throughout Painesville Township by establishing a quality benchmark for future signage.
- Promote safety and way finding by ensuring adequate display of building/business address number.

B. General Sign Principles

1. Objectives

Commercial establishments should be identified by attractive, legible signs that serve the needs of the individual business, complement the site and the architecture, and are legible to both the motorist and pedestrian.

2. Design Guidelines

a. **Signage Plan**. Information on the location and design of signs should be submitted as part of the application. The applicant should resubmit the plan to the planning staff for review, if the building's tenant is unknown at the time of application.
b. **Compatibility**. Signs should be designed to achieve a high level of visual compatibility with the building(s) and surroundings through the use of similar detailing, form, color, lighting, and materials.
c. **Integration**. Signs should respect neighboring buildings. Shadowing or overpowering adjacent structures or signage is not appropriate.
d. **Design**. The shape of the sign should complement the architectural features on the building. Simple geometric shapes are preferred for all signage. Signs should be detailed to complement the building.
e. **Lettering Size**. In general, the minimum lettering size for identification signs should be six inches in height. Smaller letters are generally unreadable at high speeds and may require motorists to slow down to read them, potentially causing safety hazards.
f. **Advertising Features**. Objects other than signs designed primarily to attract public attention are discouraged because they distract motorists and contribute to visual clutter. These include greater-than-life size models of food or other products, replicas of spokes-people associated with commercial products and rows of flags and banners.
g. **Materials**. The composition of signs shall be made of durable materials that reflect those used on the principal structure. The use of painted plywood shall be discouraged.
h. **Messages**. Signs used to identify businesses should be kept simple and direct in message and content and convey only the most essential information about the business.
i. **Consolidation.** Pylon Signs with tenant panels should be encouraged for multi-unit developments. Efforts should be made to encourage groups of individual adjacent commercial property owners to imitate the multi-tenant model.

C. Free-Standing Signage

1. Objectives

Signage that is not affixed to a facade shall be designed to complement the design of the building and in concert with the signage pattern and character of public and private development.

2. Design Guidelines

a. **Size**. Signage is encouraged to be erected at lower heights, maintaining clearance above landscaping and parked automobiles, and below power lines and mature trees. Signs shall be limited to a maximum height of 6 feet, any sign over 3-1/2 feet shall not be permitted within 10 feet of driveway entrances.
b. **Signage Support Structures**. The use of ground mounted signs is required. Pole signs are prohibited within the Main Corridor Commercial Design District. Support structure for such signs shall be of materials that are compatible with the sign and surrounding site, preferably constructed with a stone base.
c. **Readerboards**. Where readerboards are part of a permanent sign, they should contain no more than three lines of text. Lettering height should be a maximum of 6". The readerboard should be fully integrated into the overall sign design by virtue of its form, scale, color, and detailing.

D. Building-Mounted Signs

1. Objectives

Building-mounted signs used to identify commercial properties should be integrated into the design of the building.

2. Design Guidelines

a. **Design**. Facade-mounted signs should be designed as an integral element of the architecture. The shape and materials of the sign should complement the architectural features on the building.
b. **Location.** Signs should not be mounted in locations that obscure architectural details on the building. Signage should be mounted on vertical surfaces without projecting above the fascia trim.
c. **Signage Placement**. Signage on awnings, windows, and other facade elements shall be designed to complement and be consistent with the building architecture.

E. Multi Tenant Properties

1. Objectives

Multi-tenant commercial properties should provide legible, attractive signs that help people identify the property without contributing to sign clutter. Entrance signs should stress the identity of the place and de-emphasize individual tenants that occupy it.

2. Design Guidelines

a. **Hierarchy of Signs**. A hierarchy of signage should be established to facilitate wayfinding and minimize site clutter. Multi-tenant properties on major roadways should be identified by a simple identification sign in a highly visible location.

b. **Identification Signs**. Multi-tenant buildings or multi-building sites should have one identification sign conveying an overall identity for the property. This sign should be located near the main entrance to reinforce circulation patterns and minimize visual clutter. Identification signs that also list multiple tenants should exhibit a logical hierarchy in the display of information (i.e., address, name of building/development, primary tenant, other tenants).

c. **Informational & Directional Signs**. Entryway, informational and directional signs should be an integral design element of the development's character and architecture.

d. **Compatibility**. The design of multi-tenant signs should be coordinated with the design of the principal building(s) in terms of color, materials, detailing, and style.

e. **Color Consistency**. Multi-tenant signs should conform to a simple color and graphic palette in order to minimize the confusion and clutter of the sign. In general, multi-tenant signs should have no more than 3 colors.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F. Externally Lit Signs

1. Objectives

Lighting for externally-lit signs should be designed as an integral part of the sign design. Lighting must not create glare that would distract motorists or pedestrians, nor should the degree of illumination disturb the surrounding residential areas or contribute to light pollution.

2. Design Guidelines

a. **Light Level**. The illumination level on the vertical surface of the sign should be bright enough to provide a noticeable contrast with the surrounding building or landscape without causing undue glare or reflection.
b. **Lighting**. Lighting fixtures should be carefully located, aimed, and shielded so that light is directed only onto the sign facade. Lights should not be aimed toward adjacent streets, sidewalks, or abutting properties. Ground-mounted lighting should be screened or partially buried to minimize the view of the light source.
c. **Design**. Light fixtures and mounting devices should be selected to complement the color and design of the sign and the architecture. Concealed light sources are strongly encouraged.

G. Internally-Lit Signs

1. Objectives

Internally-lit signs should not create glare that would distract motorists or pedestrians, nor should the degree of illumination disturb surrounding residential areas or contribute to light pollution.

2. Design Guidelines

a. **Design.** Internally-lit signs should consist of light lettering and/or symbols set against a dark background to minimize the amount of light emanating from the sign. Internally-lit letters and symbols are preferred over whole panels that are internally lit.
b. **Intensity.** Internally-lit signs should not act as light fixtures or cause glare on nearby pathways or roadways.
c. **Maintenance.** Signs should be located where they can be easily maintained. Non-functioning bulbs should be replaced immediately.


Walgreens
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39.04 LIGHTING

A. Objectives

Outdoor lighting directly impacts the visual appearance of Painesville Township, as well as the Township's safety and security. The following lighting guidelines are designed to help balance the need for visibility and safety and enhance the visual quality of Painesville Township, while respecting the privacy of abutting properties. Lighting in commercial developments is a major determinant of night time activity. It should create a sense of safety, particularly for pedestrians, and should emphasize key features of the site. At the same time, it needs to balance the lighting needs of the different uses on the site and reinforce a unified image and identity for the project. Lighting plans should consider illumination levels and fixtures that accommodate safety and visibility needs, but are also respectful of neighbors and are compatible with nearby development. Light levels should not exceed the Illuminating Engineering Society of North America (IESNA) recommended minimum standards. These Guidelines are intended to supplement, illustrate, and amplify such provisions.

1. Lighting Goals

- Provide appropriate levels of lighting to ensure visibility and safety in both pedestrian and vehicular areas while avoiding over-illumination.
- Promote wise energy consumption.
- Help to unify the quality of the visual environment through the selection of attractive, appropriately scaled fixtures.
- Avoid light fixtures or mountings that can cause distractions or hazards to motorists or pedestrians.
- Minimize reflected light from parking lots and large commercial users that contribute to skyglow.
- Avoid intrusions onto abutting properties, especially residential uses.
- Enhance noteworthy features such as monuments, sculpture, or architectural elements.

B. General Lighting Principles

1. Objectives

Exterior lighting should be designed to provide the minimum level of illumination necessary for security, safety, and visual appeal for both pedestrians and vehicles. Lighting should allow activity after sunset without adding to unnecessary sky glow. Functional, aesthetic, and safety goals should be met with fixtures that are designed as integral site elements.

2. Design Guidelines

a. **Lighting Plan**. Lighting plans required for development plan review should be presented with the application to enable staff, the Zoning Commission, and/or Board of Zoning Appeals to properly understand and review the lighting design.

b. **Pole and Fixture Design**. The location and design of lighting should complement adjacent buildings, pedestrian amenities, and site elements. Poles and fixtures should be proportionate to the buildings and spaces they illuminate.

c. **Mounting Heights**. Light fixtures should be mounted at the lowest level allowing compliance with IESNA practices and the Painesville Township Zoning Resolution.

d. **Safety and Energy Conservation**. Illumination levels should not exceed the minimums to provide safe conditions as currently defined by the IESNA.

e. **Safety Considerations**. The design and placement of plantings, buffers, screen walls, fencing, and other landscape elements should be coordinated with the lighting plan to eliminate dark spots and potential hiding places.

f. **Feature Lighting**. Unique building or landscape features may be highlighted if the lighting does not create glare

or distraction.
g. **Light Pollution**. Lighting should not cause spillover onto neighboring properties or create dangerous conditions due to glare on adjacent roadways.
h. **Energy Saving Devices**. Wherever practicable, lighting design should include the installation of timers, photo sensors, and other energy saving devices to reduce the overall energy required for the development and eliminate unnecessary lighting.

C. Driveways, Parking Lots, Outdoor Sales and Service Areas

1. Objectives

Proposed lighting for driveways, parking lots, and outdoor sales and service areas should be designed to provide the minimum lighting necessary for traffic and pedestrian safety. Lighting should not cause glare or avoidable spillover onto adjacent properties. Poles and fixtures should be proportional in size to the roadways they are illuminating.

2. Design Guidelines

a. **Illumination.** Driveway lighting should be designed to illuminate the roadway and sidewalk, with a concentration on roadways. Light fixtures should be selected and aimed to prevent glare and spillage onto abutting properties.
b. **Design**. The design and color of fixtures (poles and luminaries) used along driveways should complement the architecture, landscaping, and street furnishings of the site to be developed or redeveloped in terms of color, form, and style.
c. **Layout.** The alignment and spacing of fixtures in parking lots should follow a regular pattern that is coordinated with the orientation of buildings and other site elements.
d. **Location.** Light poles should be incorporated within raised planting areas wherever possible to avoid damage from vehicles and plows.
e. **Coordination with Planting Plan**. The lighting plan should be coordinated with the landscape plan to avoid obstructions from large trees, dark spots from shadows, or other conflicts as plantings mature.

D. Pedestrian Spaces

1. Objectives

The lighting of pedestrian spaces should consider users' needs and safety. Light standards should adequately, but not excessively, illuminate not only the space occupied by people, but also the elements within those spaces such as stairs, walls, benches, curbs, and landscaping. Light fixtures should be oriented to pedestrian circulation so that pedestrian ways are emphasized and safety is enhanced.

2. Design Guidelines

a. **Heights**. Mounting heights for pedestrian lighting should be appropriate for the project and the setting. Light bollard fixtures, 3-4 feet in height, and ornamental fixtures, up to 12 feet in height, are encouraged as pedestrian area lighting.
b. **Luminaries**. Lamps should be high efficiency, housed in a luminaire that is classified by IESNA as a cutoff fixture. In general, illumination should not exceed 100 watts.
c. **Decorative**. Ornamental and decorative lighting should be used to highlight significant design elements (e.g., gateways, plazas, major building entrances).
d. **Scale**. Pedestrian circulation is encouraged and therefore pedestrian-oriented lighting is encouraged. Pedestrian area lighting should emphasize the location of pedestrian ways and be in character with the architectural and landscape design of the development.
e. **Number of Fixtures**. For pedestrian circulation areas the use of a greater number of low fixtures is preferred over fewer taller fixtures. In either case, the layout should avoid major dark spots between fixtures.

E. Building Facades & Landscape Lighting

1. Objectives

Facade lighting is a way of highlighting special architectural features and attractively landscaped areas, while adding depth and variety to developments at night. Lighting used to illuminate building facades and landscaping should be limited to areas where it enhances particular features in accordance with the overall lighting plan and does not disturb surrounding residential areas.

2. Design Guidelines

a. **Location**. Lighting fixtures should be properly sited, aimed, and shielded so that light is directed only onto the building facade. Lighting fixtures should not be directed toward adjacent streets, sidewalks, or properties.
b. **Mounting Heights**. The maximum light fixture height for building mounted light fixtures should be 15 feet on the facades facing public streets (the front lot line) and 20 feet on all other facades.

c. **Wall-Mounted Fixtures**. Facade-mounted lighting fixtures should include full face shielding: either solid panel or louvers that direct the light upward or downward.


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F. Service Stations, Convenience Stores, Service Areas & Canopy Lighting

1. Objectives

Lit canopies, architectural features, or devices used to illuminate gas stations, convenience stores, and drive-through elements of a building should facilitate the activities taking place in such locations without creating glare onto adjacent properties or roadways.

2. Design Guidelines

a. **Canopy Luminaries**. Canopy-mounted light fixtures must comply with the Painesville Township Zoning Resolution so motorists cannot see the source of light. Drop fixtures are not permitted.

b. **Fascia**. Lights should not be mounted on the sides (fascia) or top of the canopy. Sides and tops of canopies should not be illuminated.

c. **Service Areas**. Fully shielded lighting fixtures should be used in all parking areas, in service and delivery areas.

39.05 LANDSCAPE

A. Introduction

Landscaping should be an integral part of all site plan developments. Trees, shrubs, and other landscape elements can be used to accentuate buildings, create a sense of identity, reduce the amount of impervious surfaces, and provide human scale. Applicants should carefully evaluate the physical characteristics of each site and their own maintenance abilities when making the final selection to ensure that the plantings will survive and achieve maturity in their selected locations.

LANDSCAPING GOALS

- Incorporate appropriate plantings that are in scale with their surroundings.
- Separate roadways from commercial development by attractive landscape planter strips.
- Incorporate plantings in parking lots to add aesthetic value, reduce their scale, provide canopy shade, reduce radiant heat from the surface, reduce headlight glare, and add seasonal interest.
- Preserve mature trees and other significant landscape features which help define the character of the community.
- Provide screening for less attractive parts of a site or incompatible land uses.
- Help define areas where pedestrians are safely separated from a road or drive pattern.
- Reinforce wayfinding by emphasizing entrances and circulation patterns.

B. General Landscape Principles

1. Objectives

Development in Painesville Township should be characterized by a rich variety of landscape materials that enhance human scale, complement the architecture, reinforce circulation paths, highlight entrances, provide canopy shade, and add seasonal interest.

2. Design Guidelines

a. **Plans.** Landscape Plans should be prepared by a landscape architect registered in Ohio, or other qualified professional familiar with local growing conditions.
b. **Coordination with Site Features**. The landscape plan should show all utilities, signage, lighting, pedestrian circulation, and other site features that may influence the selection or location of plantings. The plan should be designed to avoid conflicts (both at the time of planting and in the future) between plantings and other site elements.
c. **Safety**. The selection of plant materials should consider public health so they will not create unsafe conditions, interfere with utilities or block sight lines for pedestrians, bicyclists, or motorists.
d. **Rocks**. Large rocks should be used very sparingly as landscape elements and only as accents in mass plantings. Rocks should not be used as substitutions for shrubs. Where used, they should be buried by a third to half of their depth.
e. **Variety**. Plant materials should exhibit some seasonal color and interesting texture to create a distinctive, yet low maintenance environment. Landscape plans should strike a balance between monoculture (the use of a single species) and excessive variety.
f. **Irrigation.** Underground irrigation is encouraged in front setbacks, public spaces, and other highly visible areas. It should be designed to prevent overflow or flooding onto walkways or parking lots.

C. Tree Protection

1. Objectives

Mature trees along roadways in the Township and nearby areas are an important element of community character that also reflects Painesville Township's preservation initiatives. They provide significant shade, year-round visual interest, and comfort to pedestrians. Where practical, existing mature specimen trees should be preserved during development. Preserving large existing trees within the planting strip will decrease the number of new trees required.

2. Design Guidelines

a. **Existing Trees/Plants**. The preservation of existing or unique trees or other significant plantings should be considered during the initial site inventory and development of the sketch plan. Transplanting and reusing trees and other plantings is strongly encouraged.
b. **Tree Protection**. The landscape plan should show how existing trees and vegetation will be protected during construction. As a general rule, no construction activity should be allowed within the drip line (outer edge of the tree canopy). This includes grading, compaction, utility installation, stockpiling of construction material, or movement of vehicles.
c. **Temporary Measures**. Barricades in the form of snow fencing or similar materials should be installed during construction to protect trees and their root zones.
d. **Grade Changes**. Grading within the drip line in excess of a few inches should be avoided since it may cause irreparable damage to the root system and cause the tree to die.
e. **Tree Walls/Wells**. Where grading is required near trees to be preserved, properly designed tree wells or walls may be used to ensure the long-term health of the tree.

D. Planting Strips

1. Objectives

Commercial development should be separated from the adjacent roads by landscaped planting strips. These areas should be designed to screen parking areas, separate land uses, and visually unify the Township's business districts.

2. Design Guidelines

a. **Ground Covers**. Appropriate groundcover includes turf grass, ornamental grasses, perennials, low-growing evergreens and flowering shrubs. Planting other than turf grass should be spaced close enough to achieve full coverage within 3 years after installation.
b**. Plant Masses**. Shrubs, perennials, annuals, and ornamental grasses used in planter strips should be installed in masses or 'drifts' that emphasize colors, forms, and textures.
c. **Streetside Trees**. The required trees within planter strips may be installed in a linear fashion or informal groupings. Linear plantings may be appropriate along roadways to create a boulevard effect, using large spreading deciduous trees to define the edge of the travel way, provide shade and add scale, a sense of place, and orientation to commercial corridors.
d. **Roadside Plantings**. Trees and other landscaping planted at intersections should preserve a clear area for sight lines to roadways and businesses.
e. **Parking Lots**. Parking areas should be separated from the street by plantings, earth berms, walls, and/or other landscape elements to minimize headlight glare and the view of vehicles, while still allowing the public to see the building.

E. Parking Lot Landscaping

1. Objectives

Landscaping in parking lots can be used to improve their appearance, reduce the scale and amount of paved areas, define edges, provide shade, reduce headlight glare, and add seasonal interest.

2. Design Guidelines

a. **Trees in Parking Lots**. The interior area of any parking lot should be landscaped. The development plan should incorporate landscaped islands as a means of creating an attractive character; establish a sense of place, and to increase the value and marketability of the development.
b. **Location of Trees**. Trees should be planted a minimum of three feet (3') from the end of parking lot islands.
c. **Safety.** Trees in parking lots or those that abut walkways should be pruned above the paved surface to avoid becoming an obstacle. Shrubs and ornamental plantings in parking lot islands should not block visibility.
d. **Entryways**. The design of entryways should provide for a substantial landscape treatment. A variety of plant materials should be used to establish an attractive landscape with year-round color and texture. In addition, other elements such as earth berms, decorative walls, low fencing, landscape lighting, sculptural elements, paving, water feature, and signage may be utilized based on an effective design and these themes should be carried through the development.

F. Tree Selection & Planting

1. Objectives

Trees are used throughout Painesville Township, including those planted within the right of way, near buildings, and in parking lots. Trees should be sited to achieve full maturity and display their natural form.

2. Design Guidelines

a. **Suitability**. Trees should be resistant to insect infestation, drought, disease, roadside salt, and auto emissions. All plant material should be suitable to Painesville Township's growing conditions.
b. **Planting Locations**. Trees should be planted in locations where their root development and branching patterns will not interfere with window displays, signage, underground or overhead utilities, streets, and sidewalks.
c. **Pedestrian Movement**. The lower branches of trees planted near pathways and sidewalks should minimize interference with pedestrian movement throughout the year.

G. Shrubs & Ornamental Planting

1. Objectives

A variety of shrubs and ornamental plantings should be used throughout the community to add seasonal color, provide visual interest, help define spaces, screen undesirable elements, and emphasize circulation routes.

2. Design Guidelines

a. **Variety in Plantings**. The use of flowering shrubs, evergreen shrubs, perennials, annuals, vines, ornamental grasses, and other plant material is highly recommended, in addition to street trees, evergreen trees, and ornamental trees.
b. **Selection**. The selection of plantings should consider ultimate height and spread, maintenance, pest and disease tolerance, and their nuisance potential (severe thorns, excessive leaf litter, etc.).
c. **Foundation & Wall Plantings**. Planting beds are recommended along exposed building edges, foundations and uninterrupted walls. Plantings should be installed a minimum of 18 inches from the wall to allow proper root zone development. Plantings should provide either a formal pattern or a naturalistic blend of heights, colors, and species.

H. Landscape Maintenance

1. Objectives

Landscape plans should anticipate 3-8 years for shrubs to achieve maturity, and 15- 20+ years for trees. Proper maintenance should be provided to assure that the landscaping achieves its proper form and full height. Maintenance of all landscape elements should be considered in the development of the Site Plan.

2. Design Guidelines

a. **Replacement Planting**. If plant materials specified, including grass areas, do not survive or are damaged, they should be replaced in accordance with the approved planting plan and to provide the necessary landscape effect.

b. **Low Maintenance Materials**. The use of plant materials and landscape elements that require a low degree of maintenance is strongly encouraged.

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